

ABSTRACT OF THE DISCLOSURE

It is difficult to attract users to a desired Web site, as there are so many sites and Web pages to be accessed via the Internet. A prize awarding function is implemented in a mail server. The function communicates with a user. When the user accesses the home page of the prize awarding mechanism, a virtual slot machine or other entertainment device is activated. The user can win a prize based on a certain probability, which is adjusted in accordance with the access history of the user to the home page. The time period necessary to complete the entertainment session is also set to a desired value to maximize the attention of the user in consideration of what the user may want to do next.